AMENDMENTS TO THE CLAIMS

Claims 1-16 (Canceled)

17.   (Currently amended) A system for facilitating hotel room transactions, said system comprising:

a server~~, said server providing for:~~

a posting underline received by said server;

a reverse auction heuristic underline executed by said server;

a plurality of bids underline received by said server, ~~said plurality of bids~~ including ~~a successful~~ underline an accepted bid;

wherein said server is configured to receive said posting;

wherein said server is configured to receive said bids in response to said posting; [[and]]

wherein said server is configured to selectively underline order ~~identify~~ said ~~successful bid from said~~ plurality of bids using said reverse auction heuristic; and

underline wherein said server provides contact information for a bidding party of said accepted bid to enable direct communication with a posting party of said accepted bid to complete the transaction.

18.   (Currently amended) The system of claim 17, further comprising an automated bid, wherein at least one underline of said underline plurality of bids in said plurality of bids is said automated bid.

19.   (Currently amended) The system of claim 18, wherein said automated bid is said ~~successful~~ underline accepted bid.

20.   (Currently amended) The system of claim 17, said posting underline comprising ~~providing for~~ a plurality of posting attributes, said posting attributes including at least three of: (a) a number of rooms; (b) a target star rating; (c) a preferred price; (d) a room type; (e) a location; (f) a check-in

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date; (g) a number of nights; (h) a meeting space requirement; and (i) a banquet space requirement.

21.   (Currently amended) The system of claim 17, wherein said posting ~~relates to~~ describes a plurality of rooms.

22.   (Currently amended) The system of claim 17, wherein said ~~successful~~ accepted bid ~~relates to~~ describes a plurality of rooms.

23.   (Currently amended) The system of claim 22, wherein said plurality of rooms ~~relate to~~ describe a plurality of hotels.

24.   (Previously presented) The system of claim 17, said server further comprising a bidding interface and a bidding entity, wherein said bidding interface provides for said bidding entity submitting more than one said bid in response to said posting.

25.   (Currently amended) The system of claim 17, wherein said posting is received from a posting entity, and wherein said posting entity is not required to accept a lowest bid from said plurality of bids ~~said successful bid~~.

26.   (Previously presented) The system of claim 17, wherein said posting is received from a posting entity, and wherein said posting entity is a group travel coordinator.

27.   (Currently amended) The system of claim 17, further comprising a plurality of bidding entities, wherein said server is configured to receive said plurality of bids from said plurality of bidding entities, said plurality of bids further comprising ~~including~~ a first bid and a second bid, wherein said plurality of bidding entities comprise a first bidding entity and a second bidding entity, wherein said first bid is submitted by said first bidding entity, wherein said second bid is submitted by said second bidding entity.

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28.   (Previously presented) The system of claim 27, wherein said first bid is hidden from said second bidding entity.

29.   (Currently amended) The system of claim 27, wherein said first bid is <u>shown to</u> ~~accessible by~~ said second bidding entity.

30.   (Currently amended) The system of claim 17, wherein said <u>plurality of bids are displayed</u> ~~reverse auction heuristic is performed~~ in a ~~substantially~~ real-time ~~manner~~.

31.   (Currently amended) The system of claim 17, further comprising a plurality of ~~completed~~ membership forms from a plurality of bidding entities, wherein each said bidding entity submitting said bids is associated with at least one said ~~completed~~ membership form.

32.   (Currently amended) The system of claim 17, further comprising a plurality of ~~completed~~ bid submission forms, wherein each said bid is associated with at least one said ~~completed~~ bid submission form.

33.   (Currently amended) The system of claim 17, wherein at least one said bid<u>s comprise</u> ~~is associated with~~ a special condition.

34.   (Currently amended) The system of claim 17, wherein said server is configured to receive an acceptance <u>from said posting entity</u> ~~relating to said successful bid~~.

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35.   (Currently amended) A system for obtaining a hotel reservation, said system being hosted by a server, comprising:

a buyer interface comprising: , said buyer interface providing for:

a posting received by said server; and

a reservation received by said server;

a reverse auction heuristic executed by said server;

wherein said buyer interface provides for submitting said posting to said server;

wherein said buyer interface provides for receiving said reservation from said server in response to said posting and displaying said reservation in a substantially real-time manner; and

wherein said posting includes at least one of a location, a price, a number of rooms, and a check-in date; and

wherein said server provides contact information to enable direct communication with for a reserving party of said reservation and a posting party of said posting to complete the transaction.

36.   (Currently amended) A method for facilitating a hotel reservation, comprising:

populating a database with a plurality of participating bidders;

configuring a plurality of reverse auction parameters;

providing an online form to receive accept postings from a plurality of potential buyers;

performing a reverse auction in accordance with at least one said reverse auction parameter to identify a successful bid from order a plurality of bids received form from said plurality of participating bidders; and

transmitting an offer to at least one of said plurality of potential buyers, wherein said offer is generated from an accepted bid using said successful bid;

wherein said reverse auction allows at least one said participating bidder to submit more than one said bid in response to said posting; and

providing contact information for a bidding party of said accepted bid to enable direct communication with a posting party of said accepted bid to complete the transaction.

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37.   (Previously presented) The method of claim 36, wherein at least one bid in said plurality of bids is an automated bid.

38.   (Currently amended) The method of claim 36, wherein said plurality of bids includes a first bid and a second bid, wherein said plurality of participating bidders comprises ~~includes~~ a first bidder and a second bidder, and wherein said first bid is hidden from said second ~~participating~~ bidder.

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